

# Traveler Trends

Looking Ahead

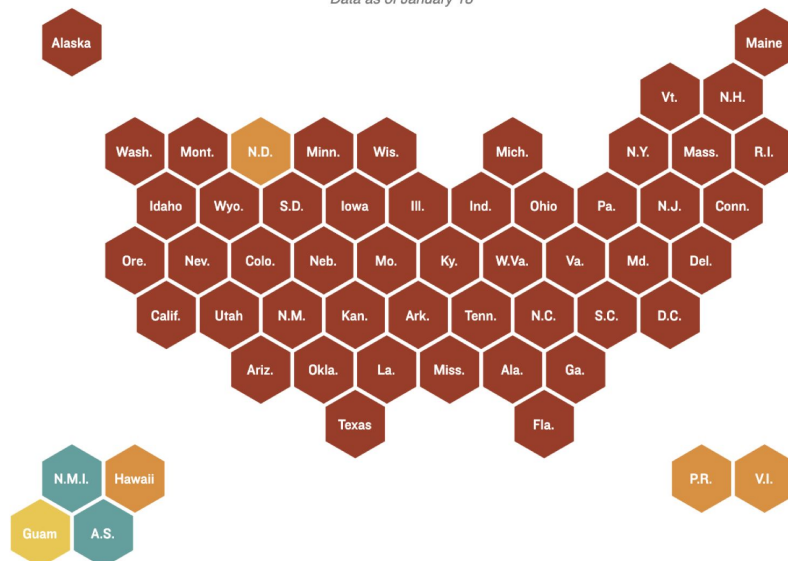
**LOVE**  
COMMUNICATIONS

LIFE  
**UTAH**  
ELEVATED

# Covid Cases Across the United States: January

49 Places Are At The Highest COVID-19 Risk Level

*Data as of January 18*



RED

**Threshold:** 25+ daily new cases per 100,000 people

**Indicates:** unchecked community spread

ORANGE

**Threshold:** 10-24 daily new cases per 100,000 people

**Indicates:** escalating community spread

YELLOW

**Threshold:** 1-9 daily new cases per 100,000 people

**Indicates:** potential community spread

GREEN

**Threshold:** <1 daily new case per 100,000 people

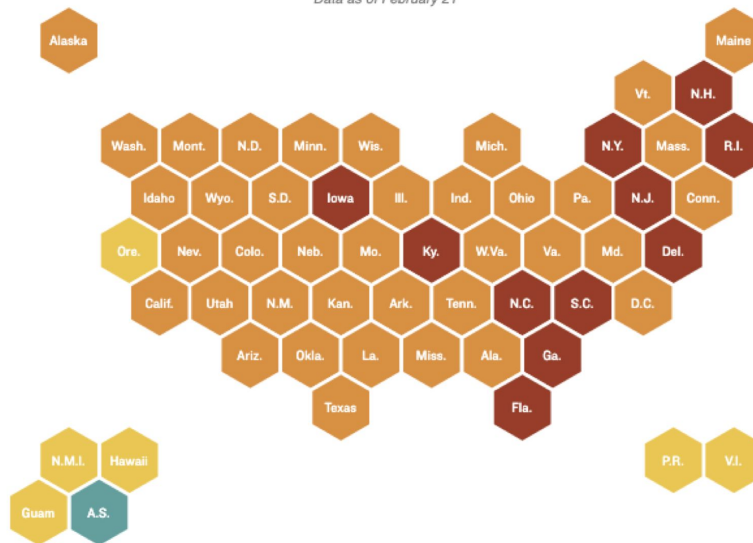
**Indicates:** close to containment



# Covid Cases Across the United States: February

11 Places Are At The Highest COVID-19 Risk Level

Data as of February 21



RED

**Threshold:** 25+ daily new cases per 100,000 people

**Indicates:** unchecked community spread

ORANGE

**Threshold:** 10-24 daily new cases per 100,000 people

**Indicates:** escalating community spread

YELLOW

**Threshold:** 1-9 daily new cases per 100,000 people

**Indicates:** potential community spread

GREEN

**Threshold:** <1 daily new case per 100,000 people

**Indicates:** close to containment

# Covid Cases Across the United States: May

## 1 Place Is At The Highest COVID-19 Risk Level

Data as of May 10



Source: NPR Covid Case Map

# New CDC guidelines say vaccinated Americans can ditch the masks, with a few exceptions: Live COVID-19 updates

John Bacon, Jorge L. Ortiz and Elinor Aspegren USA TODAY

Published 4:00 a.m. ET May 13, 2021 | Updated 3:16 p.m. ET May 13, 2021

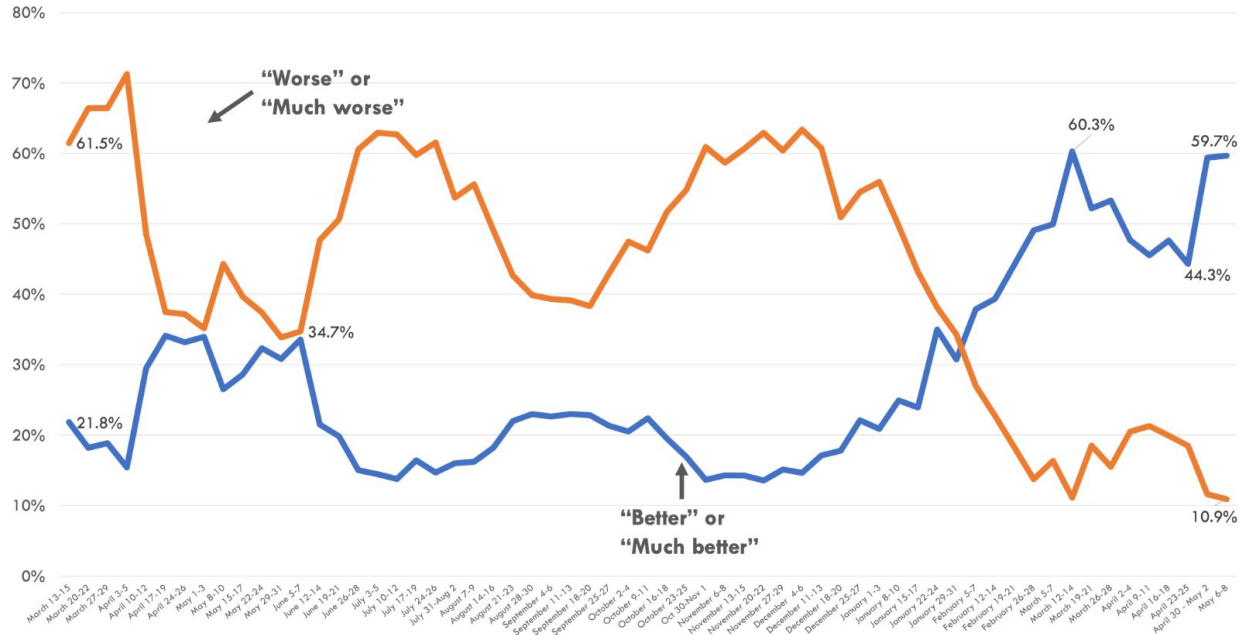


# Destination Analysts: Expectations

**Question:** In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will

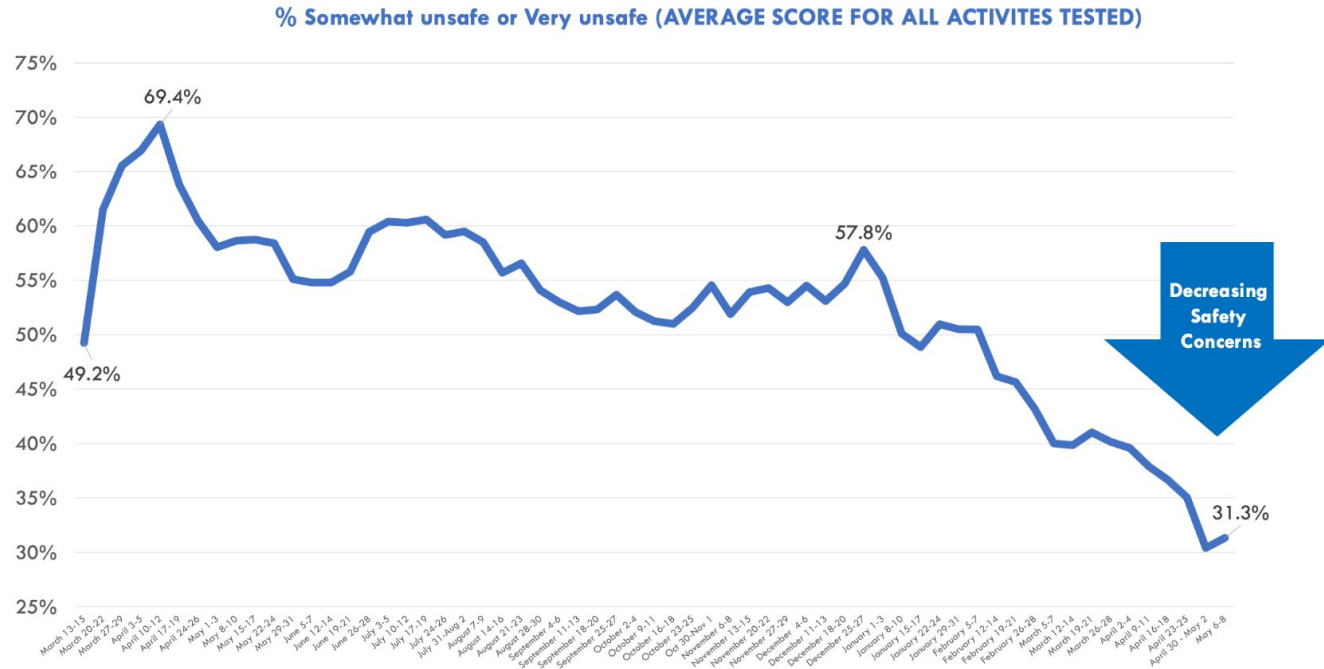
(Base: Waves 1-61. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206 and 1,205 completed surveys.)



# Destination Analysts: Perceived Safety of Travel Activities

**Question: At this moment, how safe would you feel doing each type of travel activity?**

(Base: Waves 1-61. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206 and 1,205 completed surveys.)



Source: Destination Analysts, Wave 61, 5/10/2021

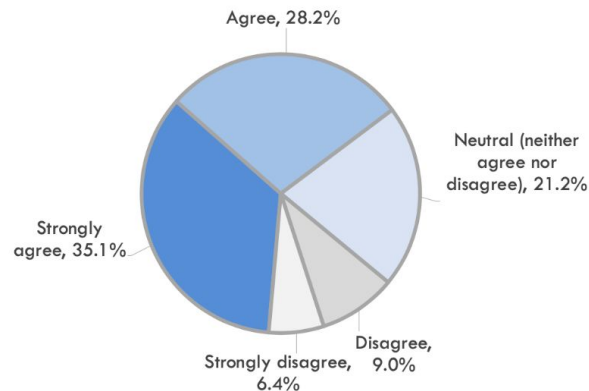
51.6% of travelers reported that they felt traveling outside of the United States was either somewhat unsafe or very unsafe.



# Destination Analysts: International Travel

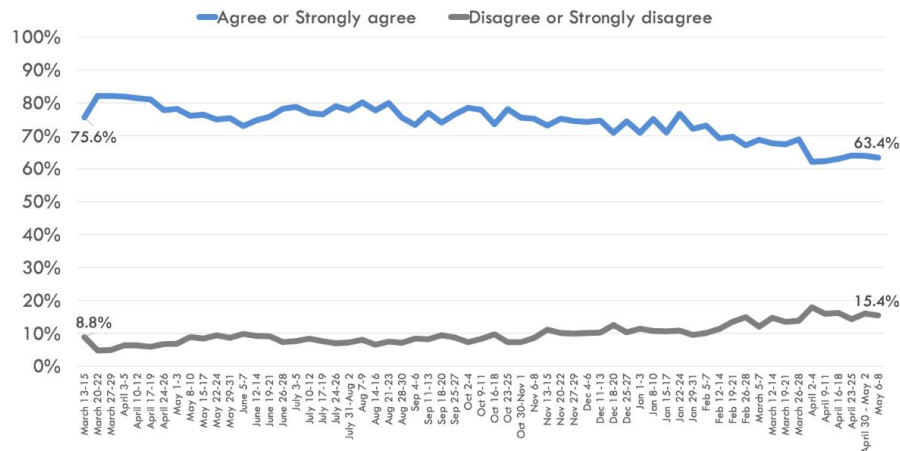
How much do you agree with the following statement?

**Statement:** I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



(Base: Waves 1-61. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206 and 1,205 completed surveys.)

Historical data



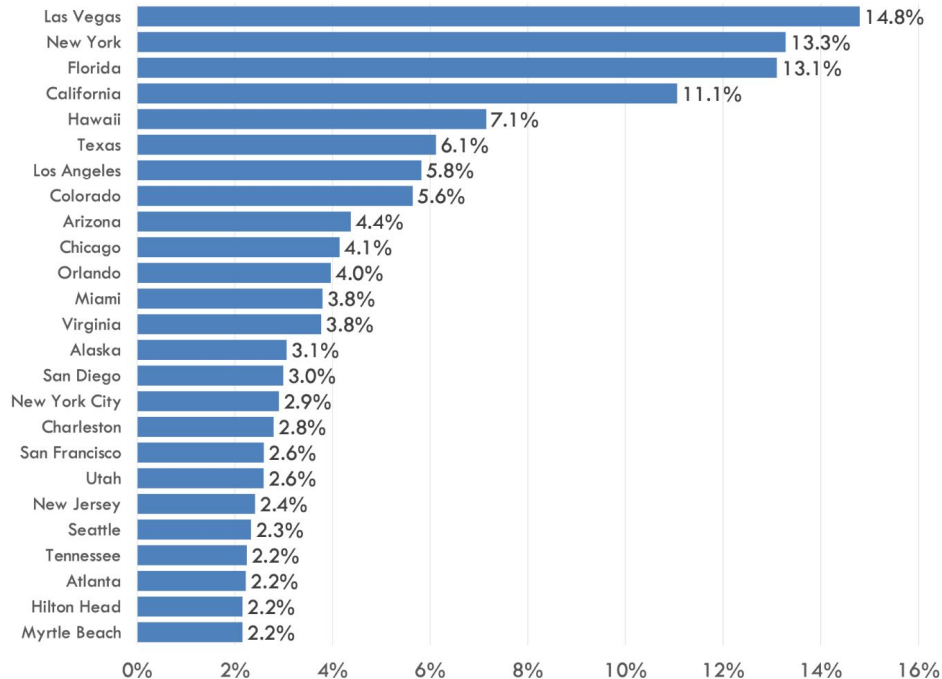
70.3% of consumers report that they would be excited to travel for a weekend getaway in the next three months. Another 71.6% are excited to learn about new travel experiences or destinations to visit.

# Destination Analysts: Most Desired Domestic Destinations

**Question:** Which domestic destinations do you most want to visit this upcoming year? (Write in up to five)

**(Please only include destinations in the United States)**

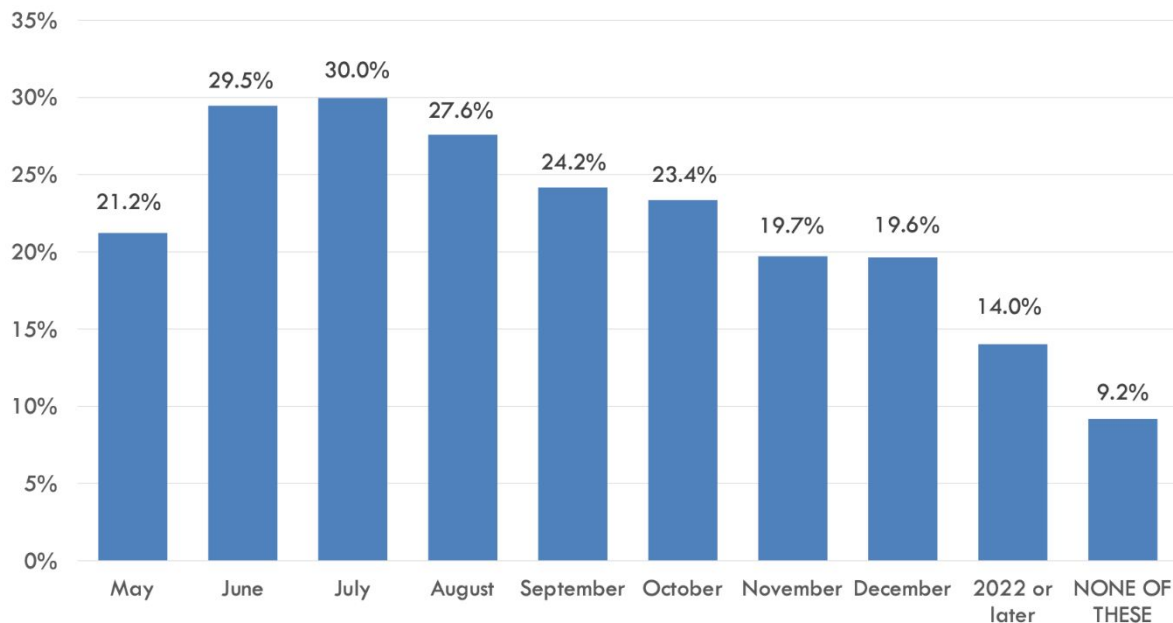
*(Base: Waves 61 data. All respondents, 966 completed surveys. Data collected May 6-8, 2021)*



# Destination Analysts: Month of Expected Trips

**Question:** Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

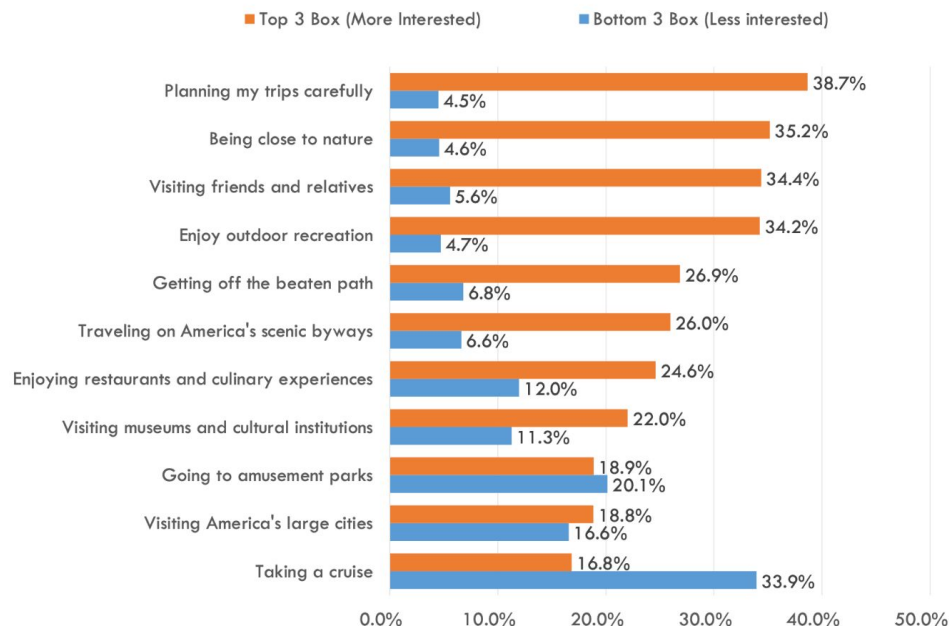
*(Base: Wave 61 data. All respondents, 1,205 completed surveys. Data collected May 6-8, 2021)*



# Destination Analysts: Changed Travel Behaviors

**Question:** As a result of the pandemic, are you more or less interested in the following travel experiences?

(Base: Wave 61 data. All respondents, 1,205 completed surveys. Data collected May 6-8, 2021)





# Future of Travel: Trip Type

Q: How appealing, if at all, is the idea of each of the following types of trips at this time?

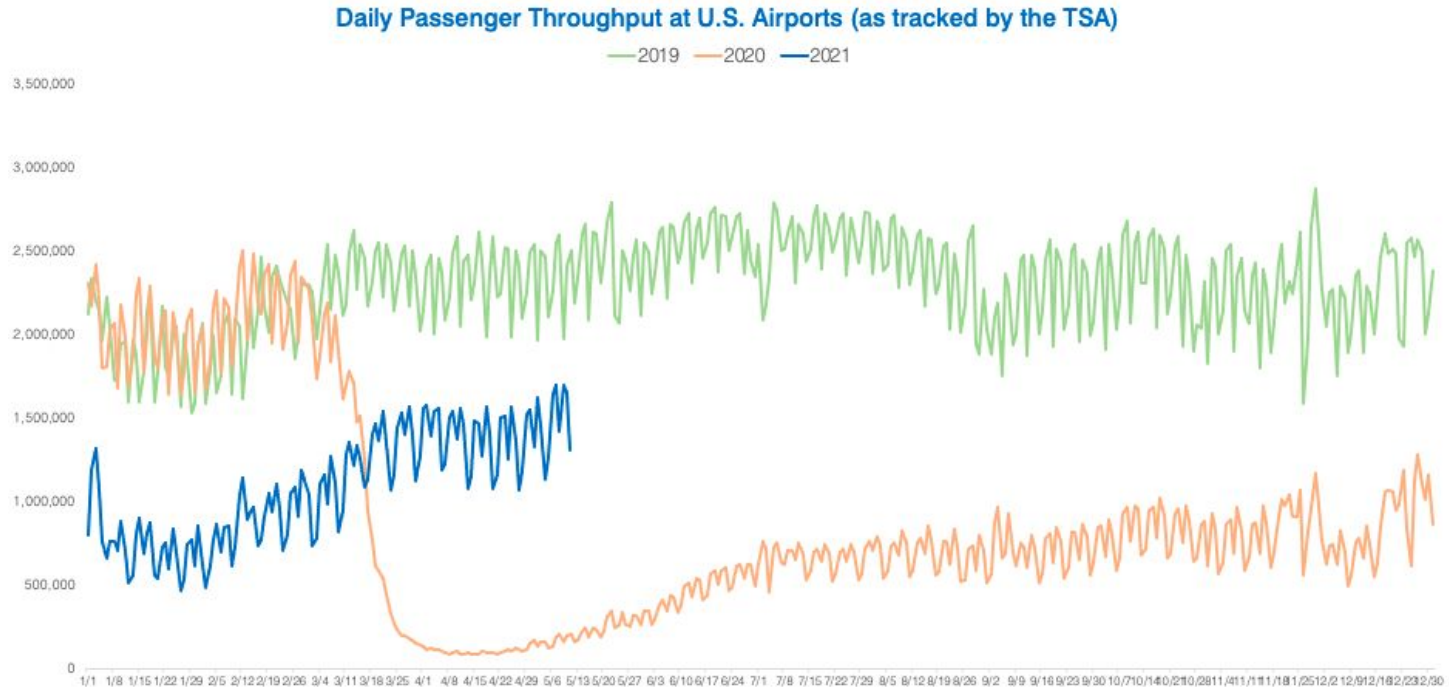


# Future of Travel: Activities

Q: Compared to before the pandemic, which of these activities do you expect to spend more or less time doing during your next trip?

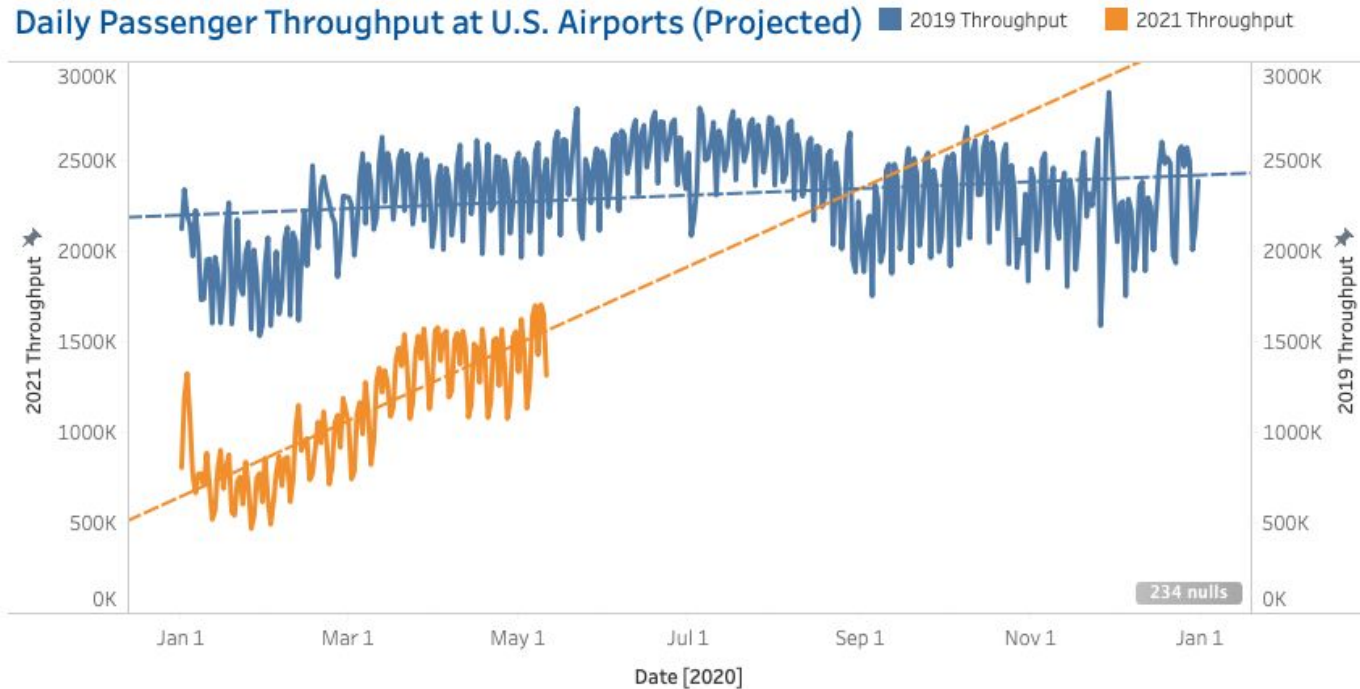


# TSA Trend Analysis



Source: TSA, 5/11/2021

# TSA Trend Analysis



Source: TSA, Love Communications Regression Analysis

# Trip Advisor's Tourism Sentiment Index

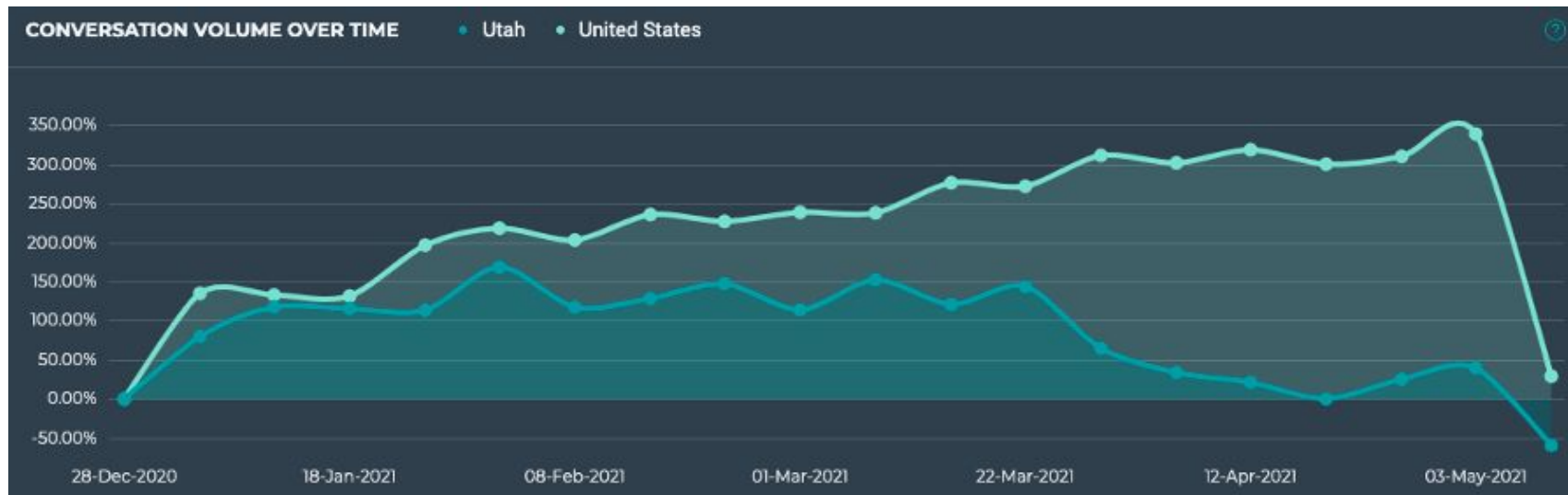
- This is a new tool that we can use that crawls news sites, social media platforms, and more to better understand the conversations occurring around tourism at a larger scale.
- We are able to tap into the *volume* of conversation around certain topics and destinations, as well as the *sentiment* of those conversions (i.e., whether they are positive, negative, or neutral).













# Utah vs. United States

- The below chart shows off the conversation volume piece. The two lines below represent Utah & the U.S., and how the conversation volume around tourism in these destinations has grown/shrunk since January 1st, 2021.



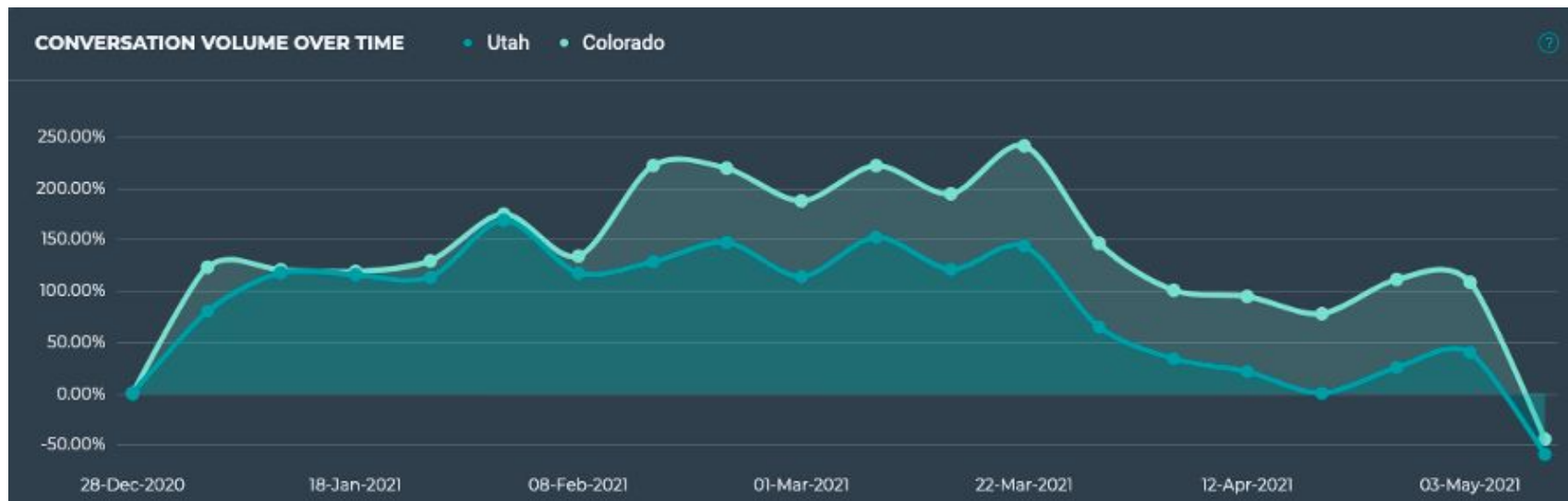
# Utah vs. United States Cont.

CATEGORIES	VOLUME COMPARISON	UTAH			UNITED STATES		
		Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
Outdoor Activities		66% ▼ 5%	Joy	21 Average	30% ▲ 1%	Joy	21 Average
Amenities + Entertainment		8% ▲ 2%	Joy	23 Average	16% ▲ 0%	Joy	20 Average
Destination Services		5% ▲ 1%	Joy	35 High	8% ▲ 0%	Joy	30 Average
Food + Culinary		6% ▲ 0%	Joy	28 Average	15% ▲ 0%	Joy	26 Average
Safety		4% ▲ 1%	Sadness	2 Average	7% ▼ 2%	Sadness	0 Average
Relaxation + Wellness		4% ▲ 1%	Joy	29 Average	10% ▲ 0%	Joy	23 Average
Access + Transportation		3% ▲ 0%	Joy	12 Average	7% ▲ 1%	Joy	12 Average
Culture + History		4% ▼ 1%	Joy	17 Average	8% ▲ 1%	Joy	17 Average

- Notably on the last slide, we saw Utah trended down in April in conversation volume. We can drill into specific topics and see that this is because we are highly reliant on conversations related to Outdoor Activities, which dropped during that month.

# Utah vs. Colorado

- We can also get more narrow in who we are comparing ourselves with, and below shows Colorado (who take a similar hit in April for the same reasons Utah did).



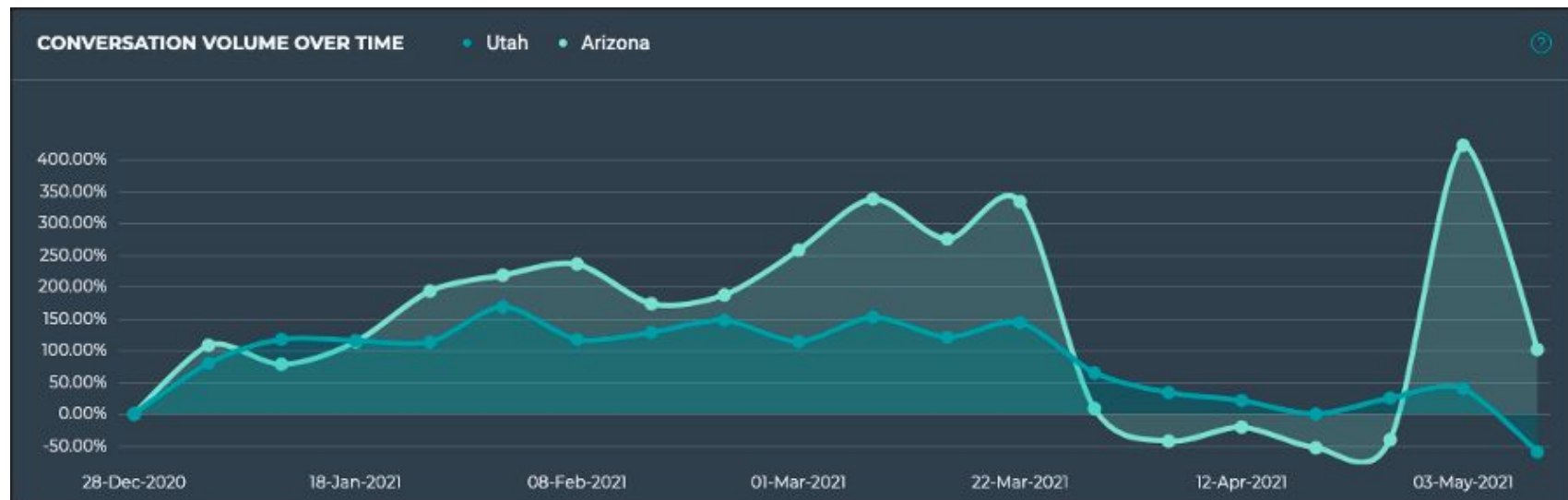
# Utah vs. Colorado Cont.

CATEGORIES	VOLUME COMPARISON	UTAH			COLORADO		
		Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
▴ Outdoor Activities		66% ▼ 5%	Joy	21 Average	51% ▼ 3%	Joy	24 Average
▴ Amenities + Entertainment		8% ▲ 2%	Joy	23 Average	9% ▲ 1%	Joy	18 Average
▴ Destination Services		5% ▲ 1%	Joy	35 High	5% ▼ 1%	Joy	38 High
▴ Food + Culinary		6% ▲ 0%	Joy	28 Average	10% ▲ 0%	Joy	26 Average
▴ Safety		4% ▲ 1%	Sadness	2 Average	5% ▼ 1%	Sadness	-2 Average
▴ Relaxation + Wellness		4% ▲ 1%	Joy	29 Average	6% ▲ 0%	Joy	14 Average
▴ Access + Transportation		3% ▲ 0%	Joy	12 Average	8% ▲ 3%	Joy	12 Average
▴ Culture + History		4% ▼ 1%	Joy	17 Average	5% ▲ 0%	Joy	24 Average

The reason Colorado's conversation volume did not drop as drastically was because they have more conversations occurring around their food/culinary scene, as well as transportation and relaxation.

# Utah vs. Arizona

- When we look at Arizona, we see that they take an even bigger hit than Utah, but have rebounded significantly in the month of May.





# Utah vs. Arizona Cont.

CATEGORIES	VOLUME COMPARISON	UTAH			ARIZONA		
		Volume	Emotion	Sentiment	Volume	Emotion	Sentiment
Outdoor Activities		66% ▼ 5%	Joy	21 Average	44% ▲ 4%	Joy	23 Average
Amenities + Entertainment		8% ▲ 2%	Joy	23 Average	14% ▼ 1%	Joy	18 Average
Destination Services		5% ▲ 1%	Joy	35 High	10% ▲ 1%	Joy	37 High
Food + Culinary		6% ▲ 0%	Joy	28 Average	11% ▼ 1%	Joy	25 Average
Safety		4% ▲ 1%	Sadness	2 Average	3% ▼ 1%	Joy	-5 Average
Relaxation + Wellness		4% ▲ 1%	Joy	29 Average	5% ▲ 0%	Joy	26 Average
Access + Transportation		3% ▲ 0%	Joy	12 Average	7% ▼ 1%	Joy	12 Average
Culture + History		4% ▼ 1%	Joy	17 Average	6% ▼ 1%	Joy	17 Average

- However, there are layers, as this is due to Arizona having fewer safety related conversations, which can be considered a good thing in the grand scheme of things.

Thank You